

FINDINGS FROM TOBACCO RETAIL ENVIRONMENT OBSERVATIONS IN BUFFALO, NY



**YEAR 4 LOCAL LEVEL
DATA COLLECTION PROJECT REPORT**

TOBACCO
FREE Erie & Niagara



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EXECUTIVE SUMMARY

This project sought to assess tobacco retailer density and tobacco product availability, pricing, and advertising in Buffalo, with a focus on menthol products. We did this by training 6 community members to conduct retail observations of convenience stores and small tobacco retailers from 3 Buffalo Common Council Districts: Ellicott, Lovejoy, and Fillmore.

KEY FINDINGS



In Buffalo, tobacco retail density is highest in low-income areas.

Of the 9 Common Council Districts in Buffalo, tobacco retail density is highest in districts where higher proportions of the population make less than \$35,000 per year and/or live below the federal poverty line (e.g., Fillmore district, with a tobacco retail density of 21.8 stores per 10,000 individuals). Tobacco retail density is lowest in areas where much of the population identifies as white (e.g., South district, with a tobacco retail density of 7 stores per 10,000 individuals).



Menthol cigarettes are widely available across the three districts.

Menthol cigarettes were the only tobacco product available at 100% of the stores observed across Ellicott, Fillmore, and Lovejoy districts. Nearly all stores (98%) also sold non-menthol cigarettes and cigarillos. Chewing tobacco and e-cigarettes were sold much less often (at 30% and 22% of stores respectively).



About 1 in every 3 stores sold at least one brand of cigarette below the NYS minimum price.

The pre-tax price of cigarettes in New York (excluding New York City) should range between \$11.21 and \$14.44 per pack. Almost one-third of stores (29 stores) sold at least one brand of cigarettes for less than \$11.21, with the lowest observed price being \$4 for a pack of Seneca cigarettes. **Ellicott district** had the **lowest average price** for cigarettes and the **highest proportion of stores selling packs below the state minimum**.



About half (47%) of stores have a public, exterior tobacco advertisement, with ads for menthol cigarettes being the most common.

There were 41 stores that had an exterior, public advertisement for at least one type of tobacco product, and 33 stores (38% of all stores) had a public ad for menthol cigarettes. Observers noted that many more stores advertised that they sold cigarettes without advertising any specific brand. **Ellicott district** had the **highest proportion of stores with exterior tobacco ads overall**, but **Fillmore district** had the **highest proportion of stores with ads for both menthol and non-menthol cigarettes**.



Tobacco product placement and advertising appealing to youth was somewhat rare.

Marketing tobacco products toward youth, was somewhat rare across the five districts. Only 6% of stores (5 stores) had tobacco products placed near items that appeal to youth, and only 3% of stores (3 stores) had a tobacco ad within 3 feet of the floor. However, there were 19 stores (22% of stores observed) that had an exterior ad for tobacco products within 1,500 feet of a school.



INTRODUCTION

Cicatelli Associates, Inc. (CAI) received an Advancing Tobacco-Free Communities (ATFC) grant from the New York State Department of Health's (NYDOH) Bureau of Tobacco Control (BTC) to implement Tobacco Free Erie and Niagara.

The purpose of the **Tobacco Free Erie and Niagara** is to foster environments supportive of policies that reinforce tobacco-free norms by implementing a set of evidence-based strategies to build public and organizational support for tobacco control policies. We bring together stakeholders to mobilize the community around 4 priority activities:

- Support efforts to **reduce the impact of retail tobacco marketing** on youths and adults, particularly those representing vulnerable populations;
- Increase opportunities for **tobacco-free outdoor areas**;
- Increase support for **smoke-free movies**; and
- **Reduce secondhand smoke exposure** in multi-unit housing.



To reduce the impact of retail tobacco marketing on vulnerable populations, CAI is working to push a menthol cigarette ban in the City of Buffalo. Our 2023 Local-Level Data Collection Project focused on Buffalo, NY Common Council Districts to build upon momentum from Governor Hochul's proposed ban and gain support among Buffalo Common Councilmembers for a local menthol ban.

This project sought to assess tobacco retailer density and tobacco product availability, pricing, and advertising in Buffalo, with a focus on menthol products. We plan to use the data collected to illustrate the prevalence of menthol tobacco products and advertising to create a sense of urgency around creating a menthol ban.

This report serves as a summary of the observation methodology and key findings. Appendix A includes a series of infographics designed to disseminate this information and support the city-wide menthol ban.



METHODOLOGY

PURPOSE

CAI chose to conduct tobacco retail environment observations for our 2022-2023 local data collection project. These observations supported us in better understanding local trends in tobacco product availability, pricing, and advertising, especially around menthol cigarettes. This data will support our work by illustrating the pervasiveness of menthol products and advertising, which could help to create a sense of urgency around passing a menthol ban in the city of Buffalo. In addition, we conducted a tobacco retailer density analysis to assess and understand Buffalo's tobacco retail environment. Observation and tobacco retail density data allowed us to gather data to answer the following questions:

- How **available** are tobacco products across the 3 Buffalo districts?
- What trends exist with cigarette and tobacco product **pricing and promotion** across the 3 Buffalo districts?
- What is the retail tobacco **advertising** environment like across the 3 Buffalo districts?
- What is **tobacco retailer density** like in Buffalo, New York?

SAMPLE

First, CAI selected which stores would be observed using New York State (NYS) Department of Health's (DOH) Active Retail Tobacco and Vapor Product Vendors dataset, which was last updated in December 2020. Next, retail tobacco vendors were coded according to which Buffalo Common Council District they were located in. Because areas with higher densities of tobacco retailers have more adverse impacts on the residents who live there, we first analyzed tobacco retailer density for each of the 9 Buffalo Common Council Districts. Results of this analysis are presented in "Description of Findings."

To ensure that data collection was feasible in the given time frame, it was decided that data collection would be limited to 3 of the 9 districts. Using the data described above, we prioritized 2 districts that had high numbers of tobacco retailers as well as high proportions of Black/African American residents, households with an annual income less than \$35,000, and households living below the federal poverty line (FPL).

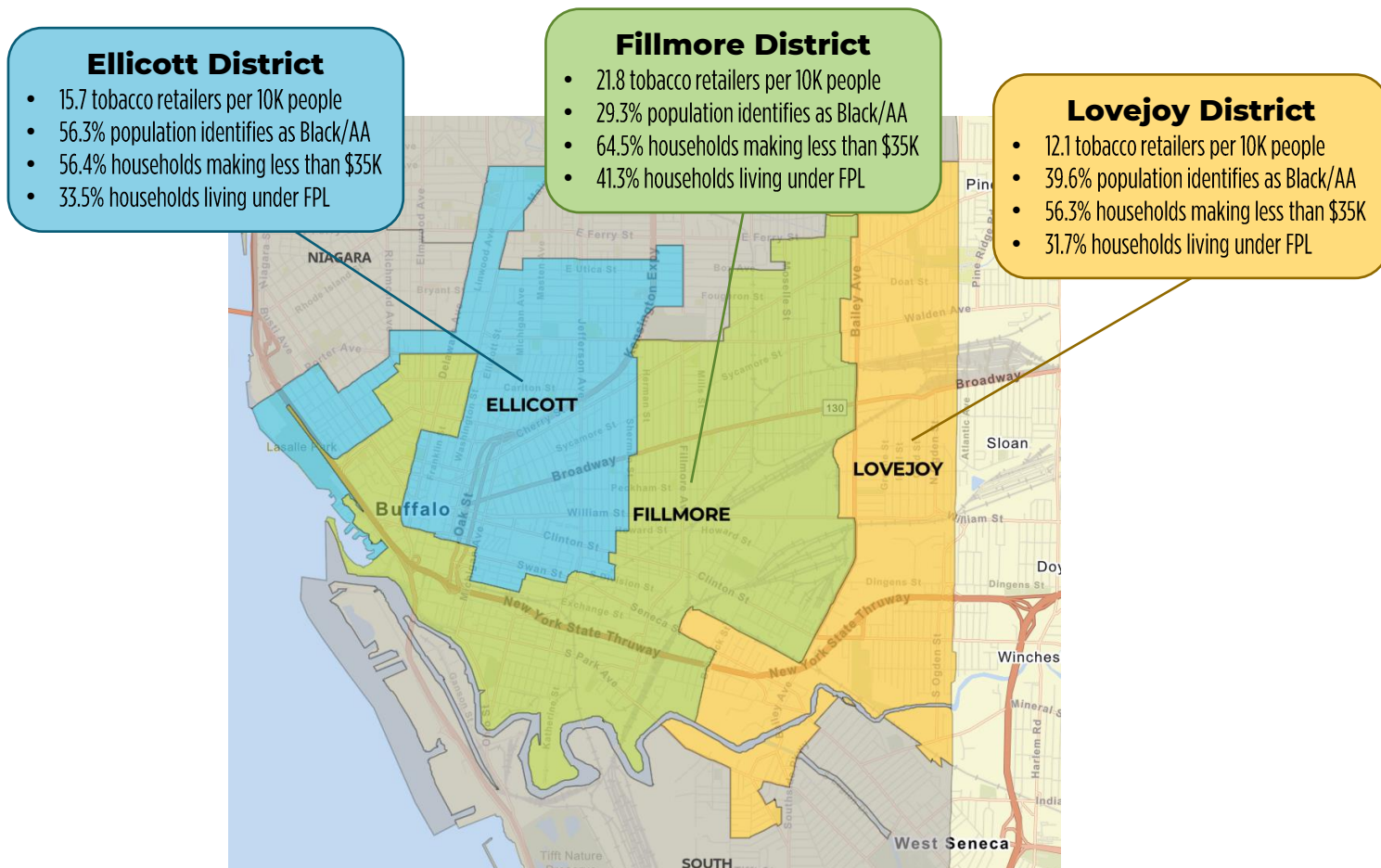
Tobacco Retailer Density Explained

Retailer density is calculated by counting the number of retailers within each county divided by the total population. Here it is represented as Retailers per 10,000 individuals. Data related to race and ethnicity is from Open Data Buffalo's Council Districts 2022 dataset, last updated in June 2023. Median household income and poverty data are from Partnership for the Public Good's Buffalo Common Council Districts fact sheets, last updated in August 2020.



METHODOLOGY

These districts were Ellicott and Fillmore. The third district - Lovejoy - was chosen based on that district's ability to provide critical support for a city-wide menthol ban. These districts are highlighted below.



To further ensure that data collection was feasible in the given time frame, we decided to focus our efforts on convenience stores and small tobacco retailers (e.g., convenience stores, delis, gas stations), rather than also including grocery stores, bars, or discount stores. Within Ellicott, Fillmore, and Lovejoy districts, there were a total of 123 small tobacco retailers. To ensure a representative sample, CAI aimed to observe 70% of these stores, a total of 86 stores - 27 in Ellicott, 37 in Fillmore, and 22 in Lovejoy.

DATA COLLECTION AND ANALYSIS

CAI used a community-engaged approach for this project, recruiting members of CAI's existing Tobacco Action Group (TAG) to conduct observations. The TAG is a group of community members who are trained on how to communicate the burden of tobacco and secondhand smoke to the community and local decision makers, making them a good fit for conducting observations.



METHODOLOGY

Working with community members to collect this data adheres to community-based participatory research principles that help to build community buy-in, capability, and sustainability. By being engaged in the data collection, TAG members are better equipped to share the data with the community and to help influence decision makers – like the Buffalo Common Councilmembers – to support a city-wide menthol ban.



Observations were conducted using the Standardized Tobacco Assessment for Retail Settings (STARS) surveillance tool, which was designed for practitioners to inform state and local tobacco control policies for the point of sale. The STARS tool collects data on:

- Retailer/store characteristics (e.g., store sells alcohol);
- Exterior tobacco product advertisements;
- Cigarette availability, placement, interior ads, and price promotions;
- Other tobacco product availability, flavored product availability, placement, and price promotions; and
- Prices for the retailer's cheapest cigarette pack, Newport Menthol packs, and Blu disposable e-cigarettes.



In January 2023, 6 TAG members were trained on how to complete the STARS tool using the STARS Training PowerPoint available at CounterTobacco.org. Then, in February 2023, these TAG members were also trained in how to submit completed observation forms. Once this second training was complete, TAG members were able to begin conducting observations. TAG members were reimbursed with \$25 gift cards for each completed observation conducted, excluding stores where observations could not be completed.

Completed responses were entered into the Excel Data Entry Template provided by CounterTobacco.org. This tool automatically calculates outputs and results (e.g., average duration of observations, number and percent of store types observed, average price of cigarettes, etc.). In addition to using the automated results, CAI conducted a series of frequency and cross tabulations to disaggregate results by Common Council District. This disaggregation was conducted so that outreach and policy advancement efforts could be tailored geographically.



DESCRIPTION OF FINDINGS

OVERVIEW OF OBSERVATIONS

Of the 6 TAG members trained, 5 conducted observations. Observations were conducted over an 8-week period, from February 18, 2023, to April 13, 2023. Of the 123 possible stores to observe, TAG members found that 18 stores were closed at the time of observation, bringing the total number of possible stores to 105. In total, TAG members observed 90 stores, or 86% of small tobacco retailers in the 3 districts. Out of these 90 stores:

- 27 stores were in Ellicott District (a 70% observation rate)
- 39 stores were in Fillmore District (2 above the goal of 27, a 74% observation rate)
- 24 stores were in Lovejoy District (2 above the goal of 22, a 77% observation rate)
- 2 stores no longer sold tobacco products (1 from Ellicott and 1 from Lovejoy)

18

Average number of observations per TAG member

OBSERVED RETAIL TOBACCO SITE CHARACTERISTICS

Of the 88 stores who sold tobacco products, majority were convenience stores (as defined by the NYDOH vendor type, Figure 1). Figure 2 shows other key characteristics of these 88 stores.

Figure 1: Types of Stores Observed, by NYDOH Vendor Type

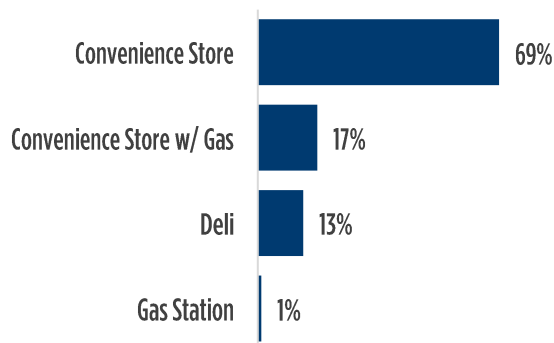
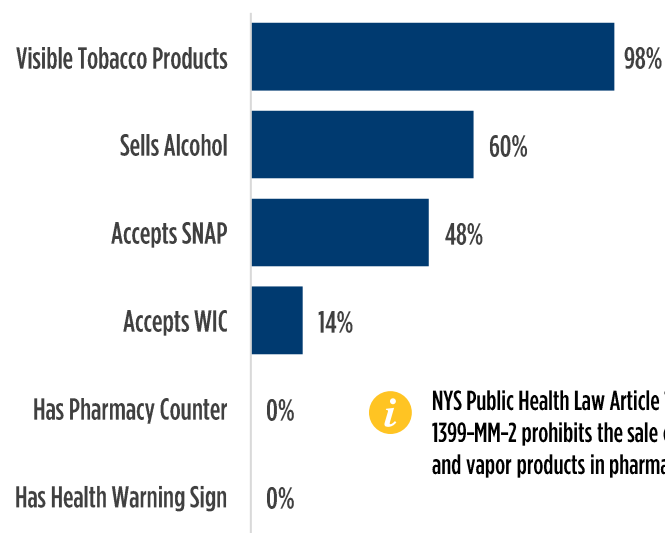


Figure 2: Characteristics of Stores Observed



NYS Public Health Law Article 13-F Section 1399-MM-2 prohibits the sale of tobacco and vapor products in pharmacies.



DESCRIPTION OF FINDINGS:

Tobacco Product Availability

EVALUATION QUESTION 1 RESULTS



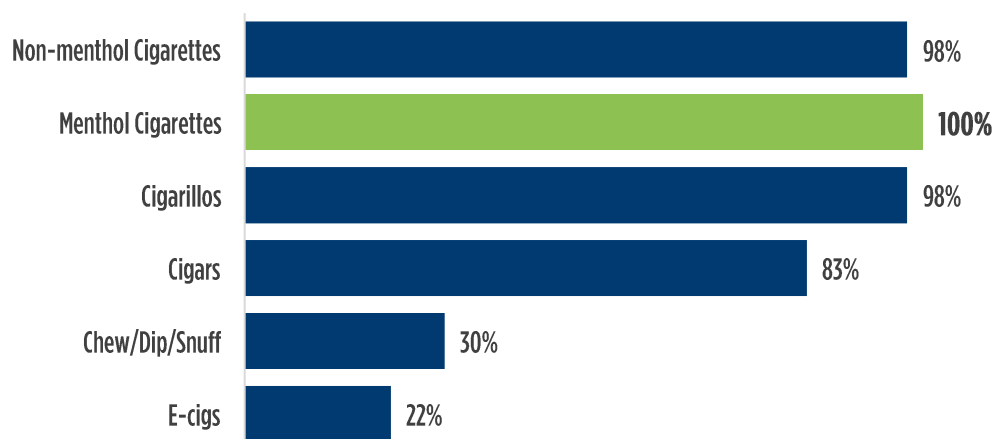
How available are tobacco products across the 3 Buffalo districts?

To assess this evaluation question, we first looked at the proportion of the observed stores selling each type of tobacco product overall and by district. Then, we looked at the proportion of stores selling flavored tobacco products as well as the proportion of stores selling tobacco products near items that appeal to youth (e.g., candy).

Availability of Different Tobacco Products

Overall, nearly all stores sold non-menthol cigarettes, menthol cigarettes, and cigarillos.

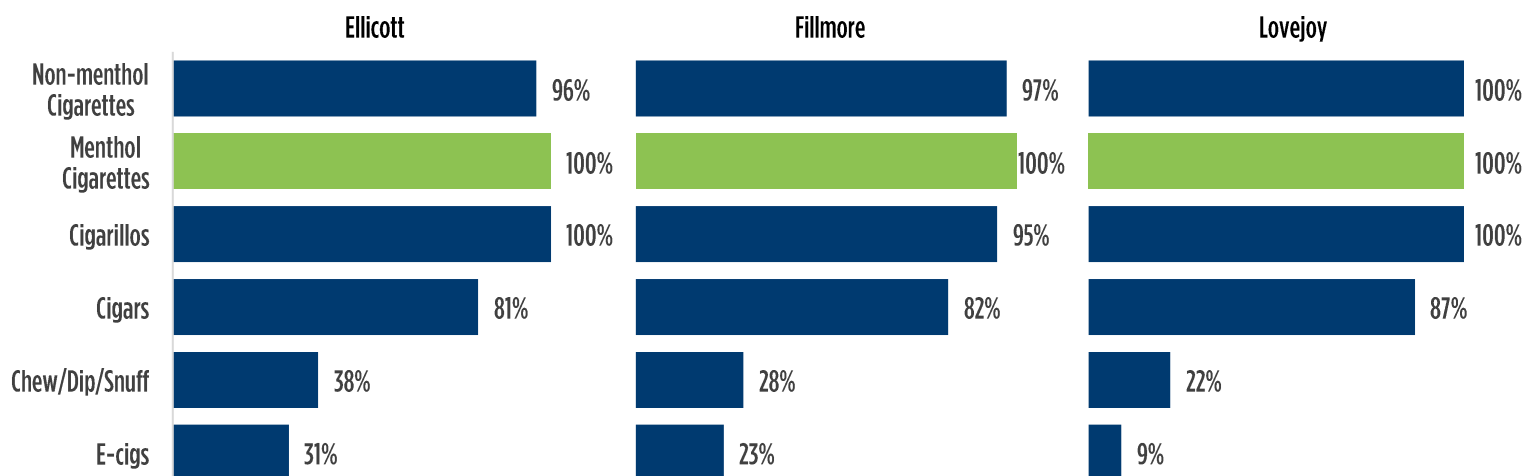
Figure 7: Proportion of Stores Selling Tobacco Products, by product type, all 3 districts



Menthol cigarettes were the only tobacco product available at all 88 stores.

Lovejoy was the only district where all stores sold non-menthol cigarettes, menthol cigarettes, and cigarillos.

Figure 8: Proportion of Stores Selling Tobacco Products, by product type, disaggregated by district





DESCRIPTION OF FINDINGS:

Tobacco Product Availability

Availability of Flavored Tobacco Products

E-cigarettes and chewing tobacco (chew) are most likely to have **flavored** varieties, followed by cigarillos.

Figure 9: Proportion of Stores Selling Tobacco Products Overall and **Flavored Tobacco Products**, by product type, all 3 districts

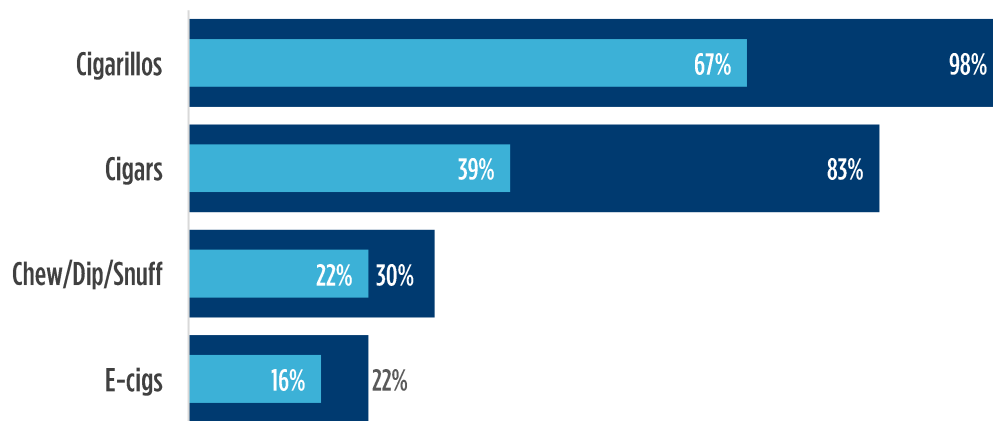
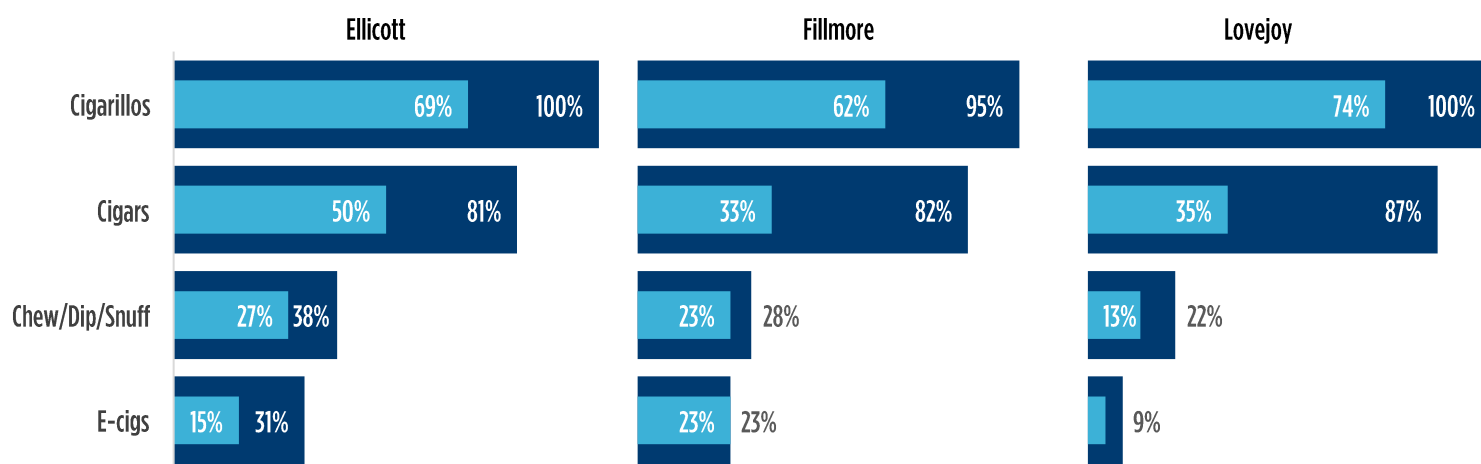


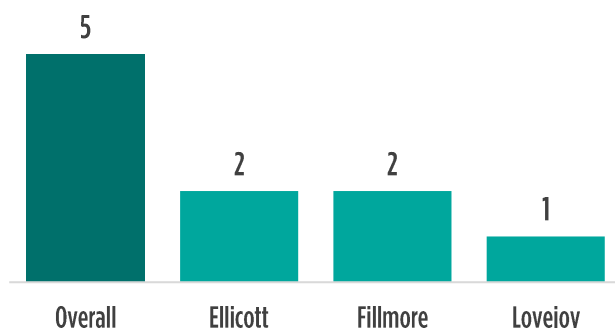
Figure 10: Proportion of Stores Selling Tobacco Products Overall and **Flavored Tobacco Products**, by product type, disaggregated by district



Tobacco Products Placed Near Youth-related Items

The placement of tobacco products near items that appeal to youth (e.g., candy, ice cream) was very rare.

Figure 11: Number of Stores Placing Tobacco Products near Items Appealing to Youth, **overall** and by **district**





DESCRIPTION OF FINDINGS: Tobacco Product Pricing and Promotions

EVALUATION QUESTION 2 RESULTS



What trends exist with cigarette and tobacco product pricing and promotion across the 3 Buffalo districts?

As a part of the STARS assessment, observers are asked to document the price for the cheapest pack of cigarettes at each site as well as the price of Newport Menthol hard packs. To assess this evaluation question, we looked at the lowest, highest, and average price for each type and across each district. We also looked at how many retailers sold cigarettes outside of the NYS mandated prices. Last, we looked at how many stores offered price promotions for each type of tobacco product.

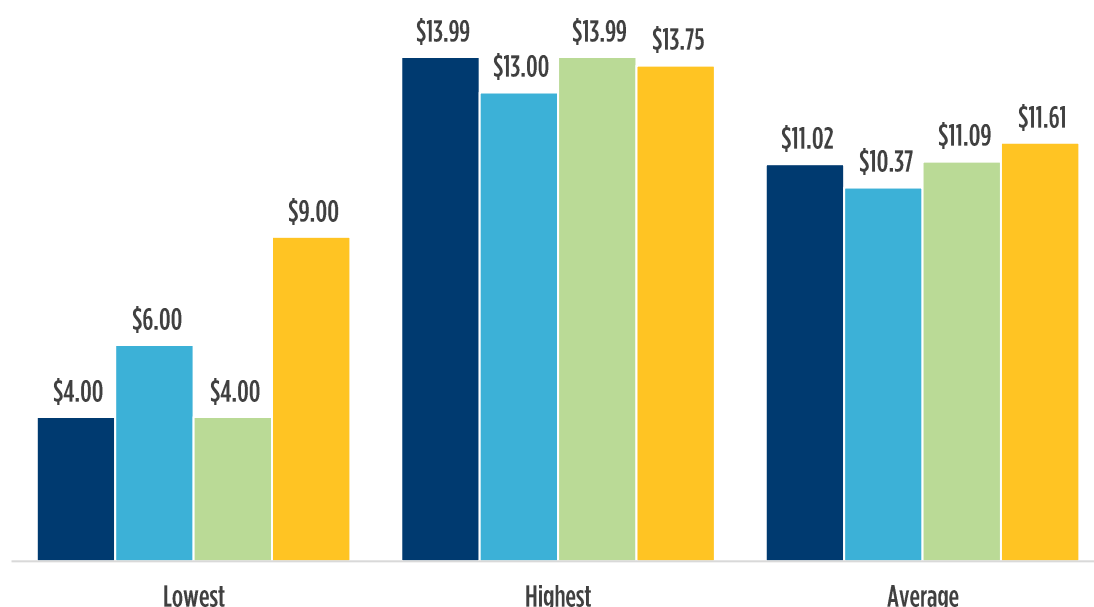


NYS Department of Taxation and Finance's Publication 509 details the minimum wholesale and retail cigarette prices for New York State (outside of New York City). As of October 24, 2022, the pre-tax price for consumers should be **between \$11.21 – \$14.44 per pack**.

Price of Cheapest Cigarette Packs

All districts offered at least one brand of cigarettes well below the NYS price minimum.

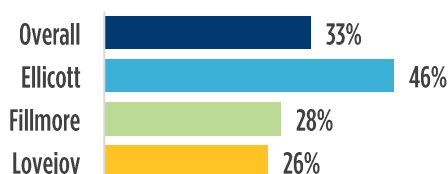
Figure 12: Lowest, Highest, and Average Prices for the Cheapest Cigarette Pack, Overall and by district: **Ellicott**, **Fillmore**, **Lovejoy**



On average, **Ellicott** had the cheapest cigarette pack and **Lovejoy** had the most expensive cheap cigarette pack.

Ellicott district had the highest proportion of stores selling cigarettes below the NYS price minimum, and **Lovejoy** had the fewest.

Figure 13: Percent of Stores Observed Selling Cigarettes outside the NYS Price Minimum, overall and by district





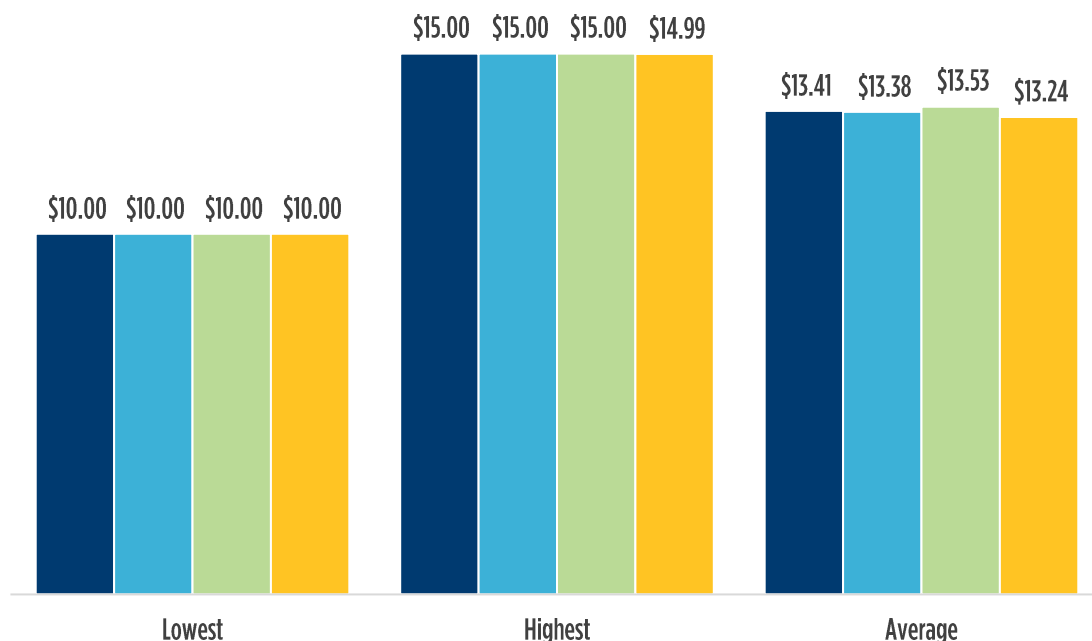
DESCRIPTION OF FINDINGS:

Tobacco Product Pricing and Promotions

Price of Newport Menthol Hard Packs

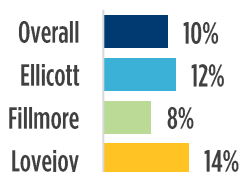
Prices for Newport Menthol cigarettes were much more consistent across districts.

Figure 14: Lowest, Highest, and Average Prices for Newport Menthol Cigarette Packs, Overall and by district: Ellicott, Fillmore, Lovejoy



Fewer stores – 3 stores in each district – sold Newport Menthols below the NYS price range.

Figure 15: Percent of Stores Observed Selling Newport Menthol Cigarettes below the NYS Price Minimum, by district



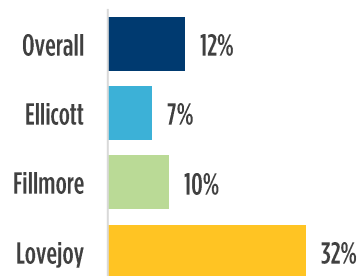
Tobacco Product Price Promotions



NYS Public Health Law Article 13-F Section 1399-BB ended marketing schemes to lower the price of tobacco and vapor products for consumers, including discounts, coupons, or multipack promotions.

Overall observances of price promotions were infrequent. However, Lovejoy had the highest frequency, especially for chewing tobacco and e-cigarettes.

Figure 16: Percent of Stores Observed Offering/Accepting Price Promotions, averaged across products



Price promotions were most frequently observed for cigarettes and chewing tobacco.



DESCRIPTION OF FINDINGS:

Tobacco Product Advertising

EVALUATION QUESTION 3 RESULTS



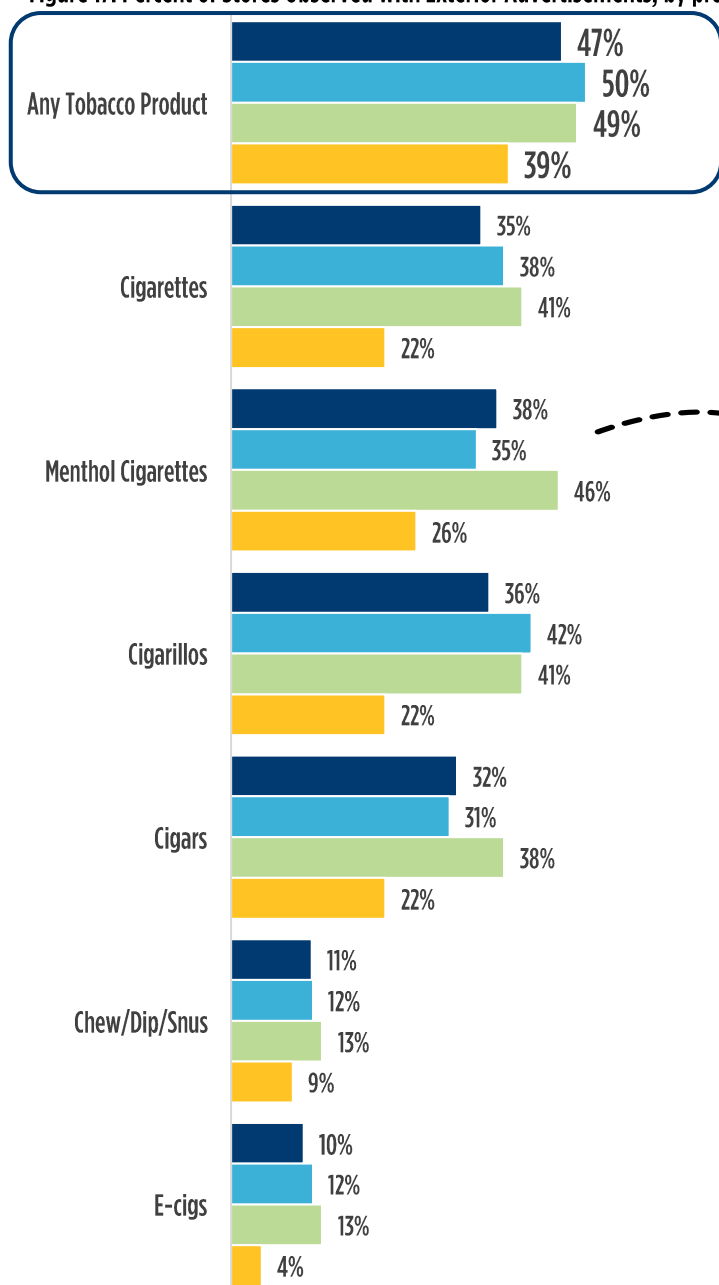
What is the retail tobacco advertising environment like across the 3 Buffalo districts?

To assess this evaluation question, we first looked at the proportion of observed stores with exterior advertisements for each type of tobacco product.

Exterior Tobacco Product Advertisements

Nearly half of all stores had an exterior advertisement for at least one type of tobacco product.

Figure 17: Percent of Stores Observed with Exterior Advertisements, by product, Overall and by district: Ellicott, Fillmore, Lovejoy



Ellicott district had the highest proportion of stores with exterior tobacco advertisements.



Menthol cigarettes were the most frequently advertised tobacco product. **Fillmore district** had the highest proportion of stores advertising menthol cigarettes.



TAG team observers expressed surprise over how few advertisements they observed but noted that many stores advertised that they sold cigarettes without advertising any specific brand.



DESCRIPTION OF FINDINGS:

Tobacco Product Advertising

Exterior Tobacco Advertisements Near Schools

Next, using ArcGIS mapping software, we looked at the proportion of stores with exterior tobacco products ads that are located with 1,500 feet of a school.



NYS Public Health Law Article 13-F Section 1399-DD-1 restricts the public display of tobacco and vaping product advertisements within 1,500 feet of a school.

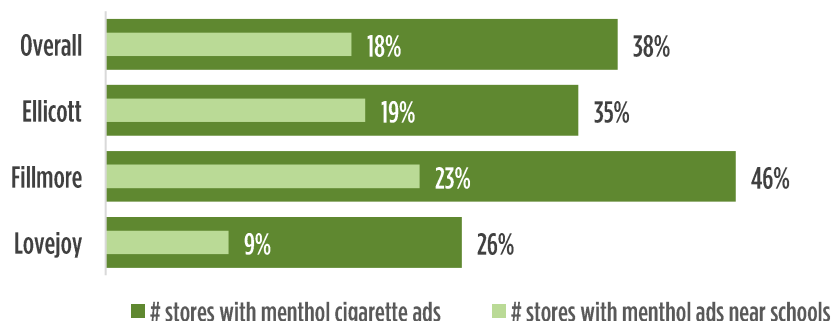
Overall, nearly one-quarter of stores (22%) had a **tobacco advertisement within 1,500 feet of a school.**

Figure 18: Proportion of Stores with Tobacco Ads Compared to Stores with Tobacco Ads Nearby Schools, overall and by district



Nearly 2 in every 10 stores (18%) had a **menthol cigarette advertisement within 1,500 feet of a school.**

Figure 19: Proportion of Stores with Menthol Cigarette Ads Compared to Stores with Menthol Cigarette Ads Nearby Schools, overall and by district

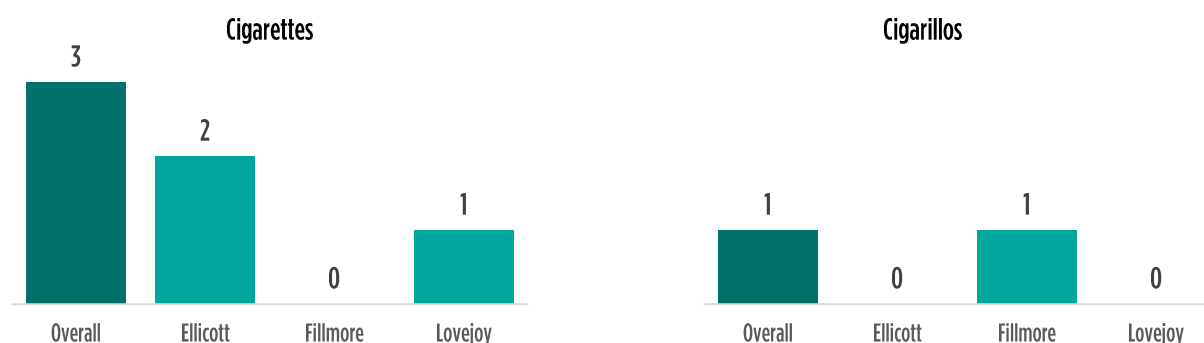


Tobacco Advertisements Appealing to Youth

Last, we looked at the proportion of stores advertising tobacco products within 3 feet from the floor (and therefore, visible to and targeting youth).

Tobacco product advertisements being placed to appeal to youth (within 3 feet of the floor) was rare.

Figure 20: Number of Stores Placing Tobacco Ads within 3 Feet of the Floor, by product type, overall and by district





DESCRIPTION OF FINDINGS:

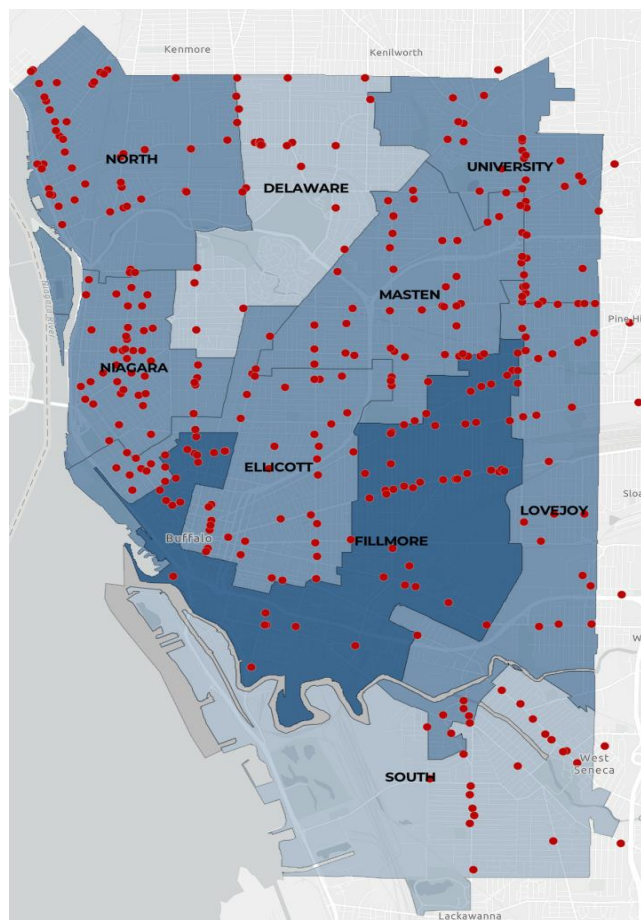
Tobacco Retailer Density

EVALUATION QUESTION 4 RESULTS



What is tobacco retailer density like in Buffalo, New York?

To assess this evaluation question, we first coded and mapped tobacco retailers by district. The map below shows the location of Buffalo's tobacco retailers, with color shading to indicate each district's tobacco retailer density.

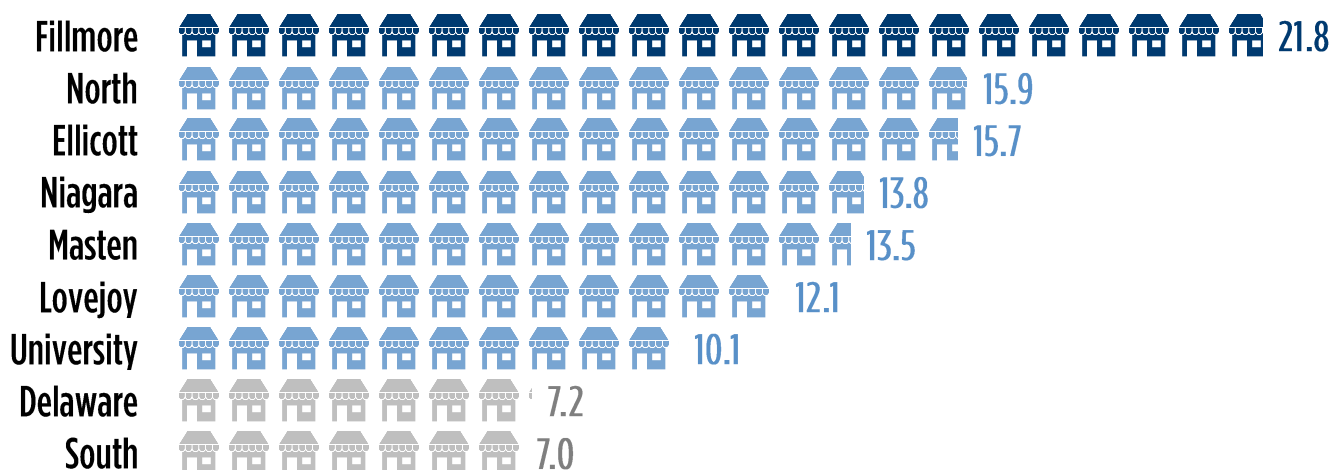


Tobacco Retailer Density of Buffalo
Common Council Districts



Fillmore district residents are more likely to encounter a tobacco retailer. Fillmore District contains more than 15% of all tobacco retailers in Buffalo, and its tobacco retailer density is 3.1 times higher than the district with the fewest retailers, and 1.4 times higher than the district with the second most retailers.

How many tobacco retailers are there per 10,000 individuals?





DESCRIPTION OF FINDINGS:

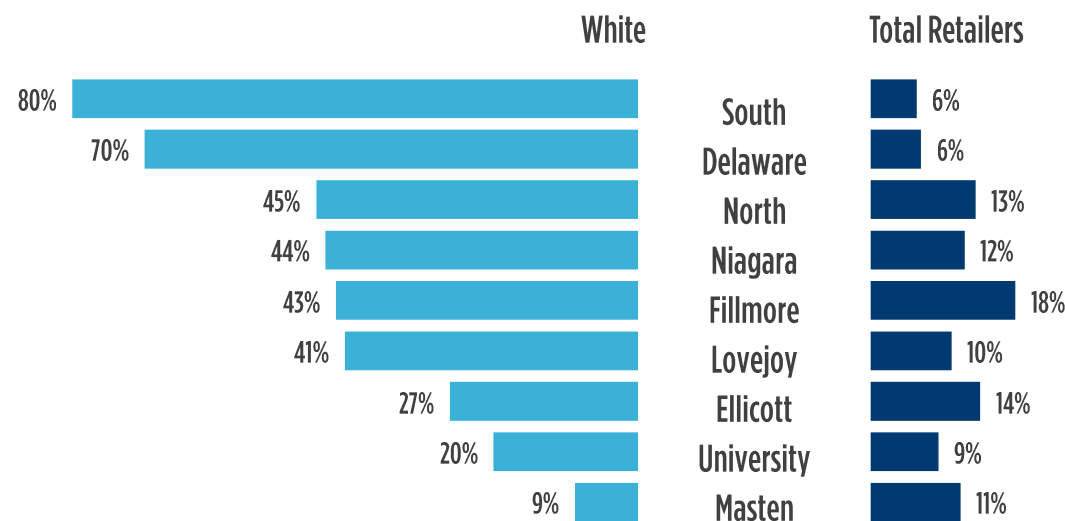
Tobacco Retailer Density

Then, we compared the tobacco retail density to different demographics, including race, median household income, and households under the federal poverty level.

Tobacco Retail Density by District and Race

Districts where majority of the population (greater than 50%) identifies as white have fewer tobacco retailers.

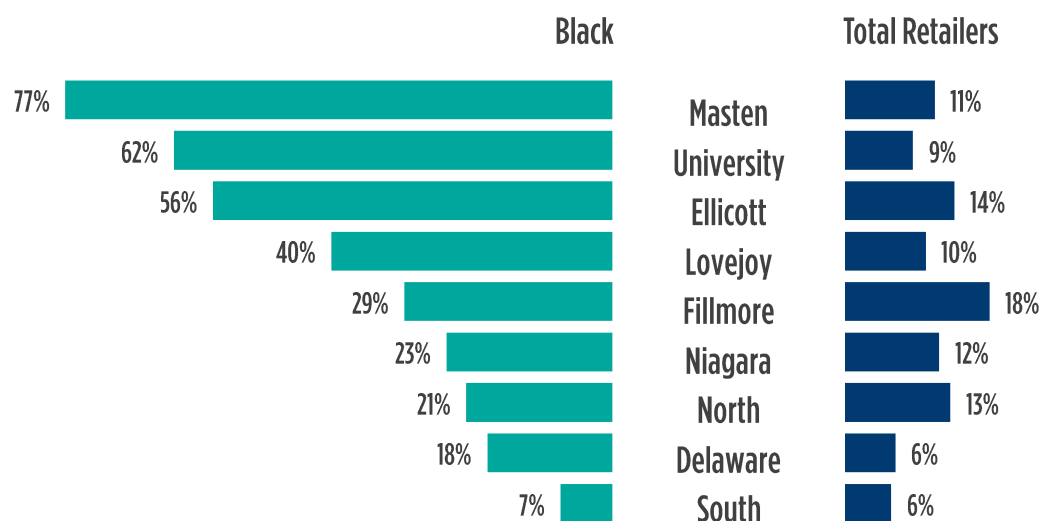
Figure 3: Proportion of the Population Identifying as White vs. Proportion of Total Tobacco Retailers in Buffalo



Majority white districts comprise 22% of Buffalo's population, yet they only contain 12% of Buffalo's tobacco retailers.

Districts where majority of the population (greater than 50%) identifies as Black have more tobacco retailers.

Figure 4: Proportion of the Population Identifying as Black/AA vs. Proportion of Total Tobacco Retailers in Buffalo



Districts where more than half of the population identify as white contain 12% of Buffalo's tobacco retailers, while districts where more than half of the population identify as Black contain 34% of tobacco retailers. This number increases from 34% to 44% of tobacco retailers when including additional people of color.



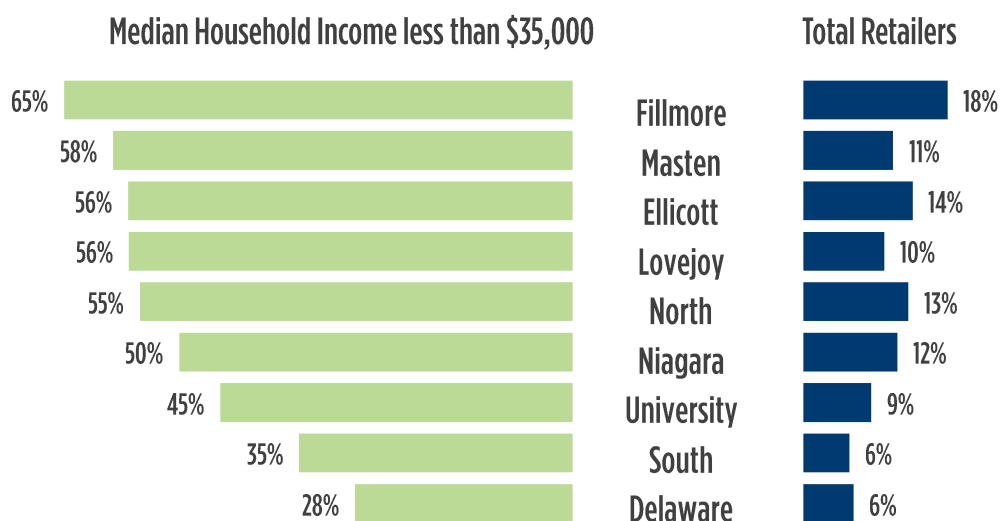
DESCRIPTION OF FINDINGS:

Tobacco Retailer Density

Tobacco Retail Density by District, Income, and Poverty

Districts where majority of the population (greater than 50%) **have household incomes under \$35,000** have more **tobacco retailers**.

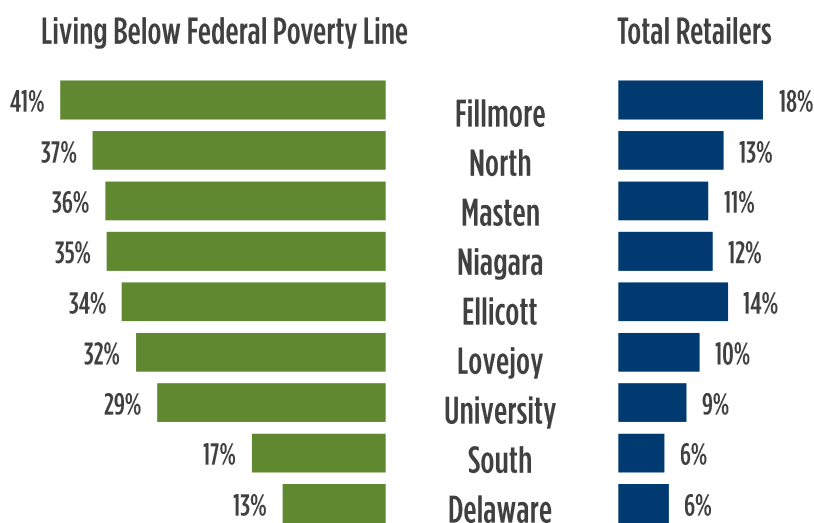
Figure 5: Proportion of the Population where Median Household Income is less than \$35,000 vs. Proportion of Total Tobacco Retailers in Buffalo



Districts where more than half of households make less than \$35,000 per year comprise 66% of Buffalo's population, yet they contain 78% of Buffalo's tobacco retailers.

Districts where more than one-third of the population **lives below the federal poverty line** have more **tobacco retailers**.

Figure 6: Proportion of the Population Living Below the FPL vs. Proportion of Total Tobacco Retailers in Buffalo



Districts where more than one-third of the population live below the FPL comprise 55% of Buffalo's population, yet they contain 68% of Buffalo's tobacco retailers.



Additional maps displaying tobacco retail density with population demographics and characteristics are available as Appendix B. These maps were created using ArcGIS and are available [here](#) or by scanning the QR code to the right.



KEY INSIGHTS & NEXT STEPS

Using our observation findings coupled with additional resources,¹ we developed the following insights, which will help us to focus future program and policy efforts.



Tobacco retail density is higher in low-income areas and areas with more people of color.

Research shows that tobacco retailer density is higher in areas where more households receive public assistance and have more Black/African American residents. Our analysis of Buffalo's tobacco retail density supports this. The U.S. Surgeon General reports that a high retail density is associated with increased tobacco consumption, decreased quit attempts, and higher youth initiation of tobacco product use. Our 2021 tobacco attitudes and policy survey results suggest that policies which limit the number of stores that sell tobacco products are most favorable tobacco control policies among both smokers and non-smokers. This suggests that policies which limit the number of tobacco retailers or establish a minimum distance between retailers may help to address disparities in tobacco retail density.



Menthol cigarettes are the most prevalent tobacco product in the 3 observed districts.

The tobacco industry has heavily marketed menthol cigarettes to Black/African American communities. In addition, research shows that menthol products are often given more shelf space in tobacco retailers within Black and other minority neighborhoods. These practices lead to massive health disparities, where smoking-related illnesses are the number one cause of death in the Black community. Our 2021 tobacco attitudes and policy survey showed that policies banning the sale of menthol cigarettes in Buffalo had moderate support. Given that nearly half of Buffalo's population identify as people of color and more than one-quarter live below the federal poverty line, passing a city-wide menthol ban would go a long way in combatting these racial and socioeconomic disparities.



No stores posted health warning signs. Recent legislation will address this.

Last year, the U.S. Justice Department announced a court order requiring big tobacco to display signs in retail stores with corrective statements about the health effects and addictiveness of smoking. In August 2023, NYDOH announced that retailers would be expected to start posting signs this summer, and they must stay posted for 21 months. These signs (example to the right) are expected to dispel misinformation and reduce the harm from tobacco advertising. CAI will support implementation of this policy.

A FEDERAL COURT HAS ORDERED
R.J. REYNOLDS TOBACCO &
PHILIP MORRIS USA TO STATE:

 **Smoking kills,
on average,
1,200
Americans.
Every day.**



Observers noticed some violations of the Adolescent Tobacco Use Prevention Act (ATUPA).

Observations showed that there were several violations of ATUPA around price discounts and exterior ads. There were also violations of the Cigarette Marketing Standards Act. CAI will strengthen communication with our local health department, sharing these findings and this report to increase awareness of local trends and data. (Note: Because retailers voluntarily allowed observations, individual store information will not be shared.)

¹In addition to findings from the observation and tobacco retail density analysis, CAI utilized 2 additional resources. First, we used The Center for Public Health Systems Science at George Warren Brown School of Social Work's STARS Policy Crosswalk, which pairs items from the STARS assessment with relevant point-of-sale policies. Second, in 2021, CAI surveyed Buffalo residents about their attitudes toward different tobacco policies and tobacco-related topics; this is helpful in identifying potential policy solutions and strategies.



APPENDIX A:

Infographics of Tobacco Retail Observations Results

Menthol Tobacco Retail Environment:

Three Buffalo Districts: Fillmore, Lovejoy, Ellicott

What is the issue?

Tobacco companies aggressively market menthol products using elements of Black culture, **putting more products on shelves in Black communities** and making them cheaper.

What did we do?

To better understand the menthol tobacco retail environment here in Buffalo, **CAI trained a group of community members**, our Tobacco Action Group, **to observe** a random sample of **88 small tobacco retailers**, mostly convenience stores, **in 3 Buffalo Common Council Districts**. This is what they observed.

Menthol Advertising



Nearly 2
in 5 stores
had exterior ads for
menthol cigarettes.



About 1
in 5 stores
had exterior menthol
cigarettes ads within **1500 ft**
of a school.



60%
of Black youth prefer
Newport Menthol
cigarettes compared to
22% of white youth,
nationwide.

Menthol Sales

\$11.21
The **minimum price**
a pack of cigarettes
should be sold to
consumers in NYS.

\$10 - \$15
price range for a
pack of **Newport**
Menthol cigarettes.

\$4 - \$8
price range for a
pack of **Seneca**
Menthol cigarettes.

1 in 10
stores sell Newport
Menthols **below the**
NYS minimum
floor price.

What can you do about it?

Sign up to take the Menthol Challenge.

Scan me



Menthol Tobacco Retail Environment: Buffalo District: Ellicott

What is the issue?

Tobacco companies aggressively market menthol products using elements of Black culture, **putting more products on shelves in Black communities** and making them cheaper.

What did we do?

To better understand the menthol tobacco retail environment here in Buffalo, CAI trained a group of community members, our Tobacco Action Group, to observe a random sample of **88 small tobacco retailers**, mostly convenience stores, in **3 Buffalo Common Council Districts**. This is what they observed.

Menthol Advertising

More than 1
in 3 stores
had exterior ads for
menthol cigarettes.

About 1
in 5 stores
had exterior menthol
cigarettes ads within **1500 ft**
of a school.

60%
of Black youth prefer
Newport Menthol
cigarettes compared to
22% of white youth,
nationwide.

Menthol Sales

\$11.21.
The **minimum price**
a pack of cigarettes
should be sold to
consumers in NYS.

\$10 - \$15
price range for a
pack of **Newport**
Menthol cigarettes.

\$4 - \$8
price range for a
pack of **Seneca**
Menthol cigarettes.

1 in 5
stores sell Newport
Menthols **below the**
NYS minimum
floor price.

What can you do about it?

Sign up to take the Menthol Challenge.

Scan me



TOBACCO
FREE Erie & Niagara



Menthol Tobacco Retail Environment: Buffalo District: Fillmore

What is the issue?

Tobacco companies aggressively market menthol products using elements of Black culture, **putting more products on shelves in Black communities** and making them cheaper.

What did we do?

To better understand the menthol tobacco retail environment here in Buffalo, CAI trained a group of community members, our Tobacco Action Group, to observe a random sample of **88 small tobacco retailers**, mostly convenience stores, in **3 Buffalo Common Council Districts**. This is what they observed.

Menthol Advertising

Nearly 1
in 2 stores
had exterior ads for
menthol cigarettes.

About 1
in 4 stores
had exterior menthol
cigarettes ads within **1500 ft**
of a school.

60%
of Black youth prefer
Newport Menthol
cigarettes compared to
22% of white youth,
nationwide.

Menthol Sales

\$11.21.
The **minimum price**
a pack of cigarettes
should be sold to
consumers in NYS.

\$10 - \$15
price range for a
pack of **Newport**
Menthol cigarettes.

\$4 - \$8
price range for a
pack of **Seneca**
Menthol cigarettes.

1 in 10
stores sell Newport
Menthols **below the**
NYS minimum
floor price.

What can you do about it?

Sign up to take the Menthol Challenge.

Scan me



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Menthol Tobacco Retail Environment: Buffalo District: Lovejoy

What is the issue?

Tobacco companies aggressively market menthol products using elements of Black culture, **putting more products on shelves in Black communities** and making them cheaper.

What did we do?

To better understand the menthol tobacco retail environment here in Buffalo, CAI trained a group of community members, our Tobacco Action Group, to observe a random sample of **88 small tobacco retailers**, mostly convenience stores, in **3 Buffalo Common Council Districts**. This is what they observed.

Menthol Advertising

1 in 4
stores
had exterior ads for
menthol cigarettes.

About 1
in 10 stores
had exterior menthol
cigarettes ads within **1500 ft**
of a school.

60%
of Black youth prefer
Newport Menthol
cigarettes compared to
22% of white youth,
nationwide.

Menthol Sales

\$11.21.
The **minimum price**
a pack of cigarettes
should be sold to
consumers in NYS.

\$10 - \$15
price range for a
pack of **Newport**
Menthol cigarettes.

\$4 - \$8
price range for a
pack of **Seneca**
Menthol cigarettes.

1 in 5
stores sell Newport
Menthols **below the**
NYS minimum
floor price.

What can you do about it?

Sign up to take the Menthol Challenge.

Scan me



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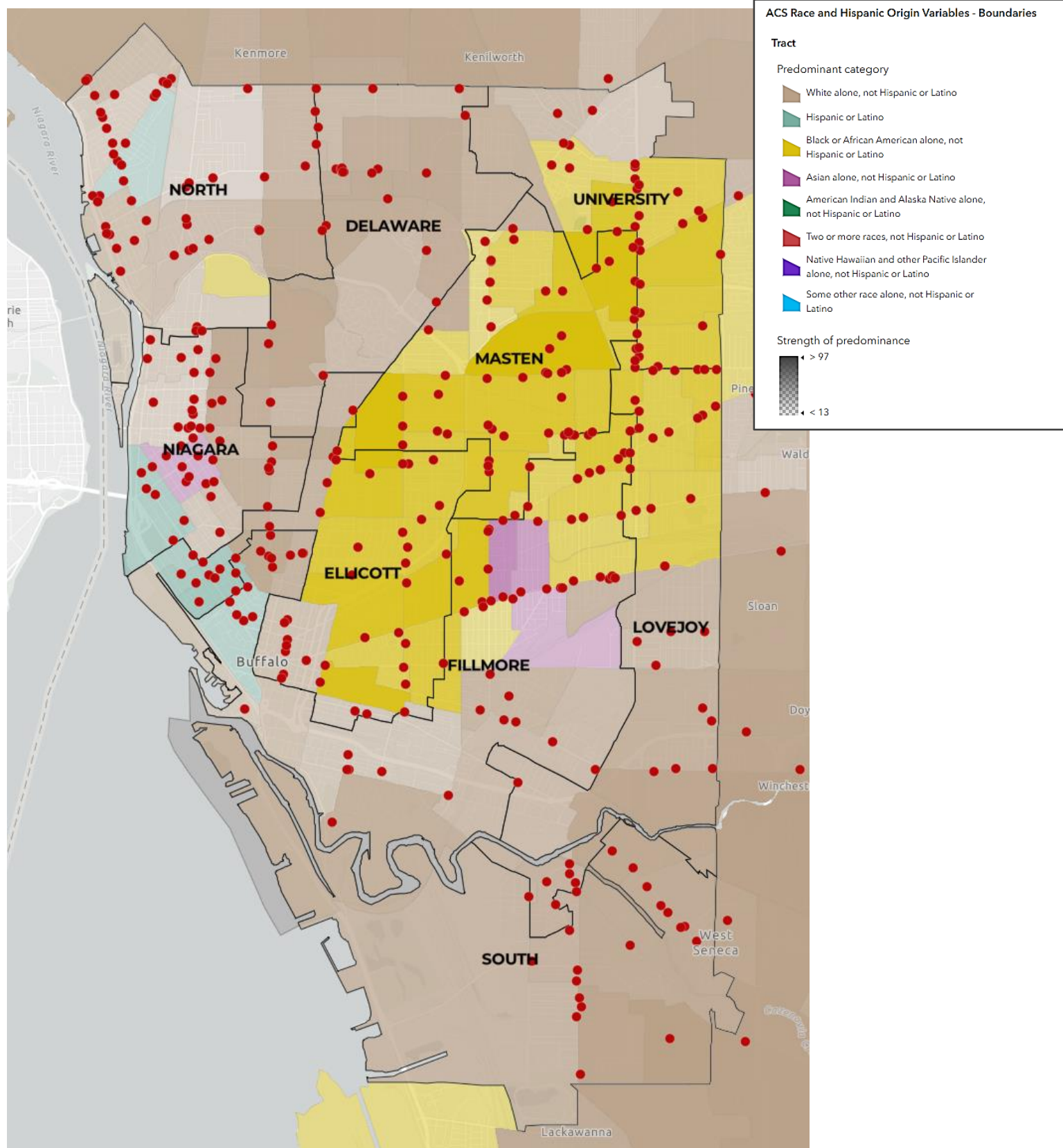




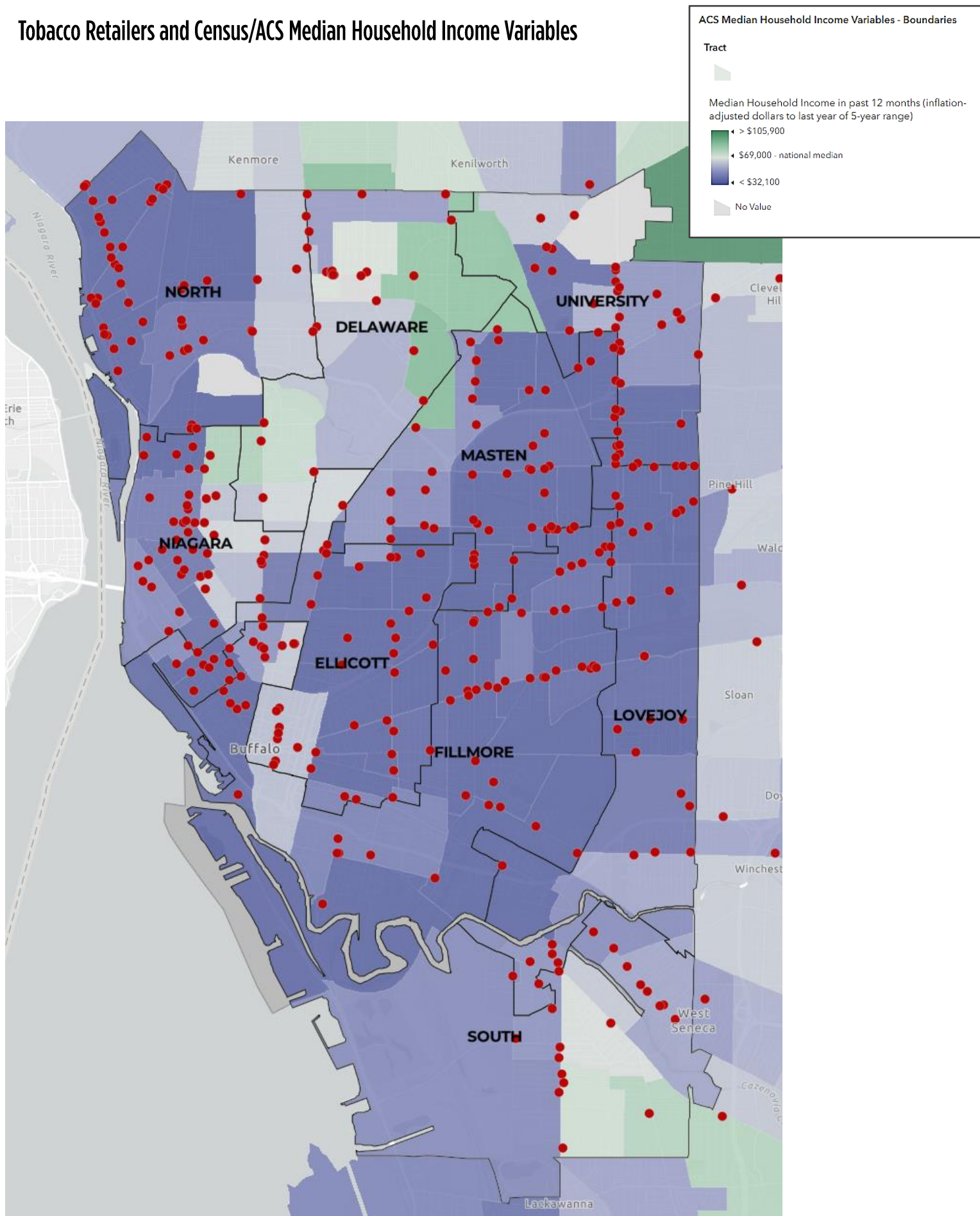
APPENDIX B:

Tobacco Retail Density and Demographics Maps

Tobacco Retailers and Census/ACS Race and Hispanic Variables



Tobacco Retailers and Census/ACS Median Household Income Variables



Tobacco Retailers and Census/ACS Poverty Status Variables

